

This listing of claims will replace all prior versions and listings of claims in the Application.

LISTING OF CLAIMS:

1. **(Currently Amended)** A method for enabling a user to transact an anonymous on-line transaction, the method comprising:

displaying a transaction interface that includes on-line transaction information and an on-line transaction order form;

concurrently displaying an anonymous user interface along with the transaction interface, wherein the anonymous user interface provides the user with a plurality of anonymous data options that enable the user to initiate an on-line transaction, wherein each of the plurality of anonymous data options is respectively associated with an information broker;

selecting, by the user, an anonymous data option from the plurality of anonymous data options;

accessing ~~from the~~ information broker associated with the ~~option-selected~~ anonymous data option and further accessing by the user on the anonymous user interface, a first profile comprising user data from the information broker;

generating, at the information broker, a second profile linked to the first profile, wherein the second profile comprises anonymous data associated with the user ~~and based on~~ corresponding to the selected anonymous data option; and

communicating, without user interaction, the anonymous data in the second profile directly from the information broker to the transaction interface to enable at least

one field of the on-line transaction order form to be automatically filled with the anonymous data.

2. **(Original)** The method of claim 1, wherein the anonymous data further comprises:

a single use transaction number that is associated with a user credit card account.

3. **(Original)** The method of claim 1, wherein the anonymous data further comprises:

an alias name that substitutes for the user's legal name.

4. **(Original)** The method of claim 1, wherein the anonymous data further comprises:

an anonymous address that is associated with a user's delivery address.

5. **(Previously Presented)** The method of claim 1, wherein the step of accessing further comprises:

accessing the first profile from the information broker over a secured communication path.

6. **(Currently Amended)** A system for enabling a user to transact an anonymous on-line transaction, the system comprising:

a transaction interface that displays on-line transaction information and an on-line transaction order form;

an anonymous user interface displayed concurrently with the transaction interface, wherein the anonymous user interface provides a user with a plurality of anonymous data options to enable the user to initiate an on-line transaction, wherein each of the plurality of anonymous data options is respectively associated with an information broker;

selecting, by the user, an anonymous data option from the plurality of anonymous data options;

a profile access initiator that accesses ~~from~~ the information broker associated with the option-selected anonymous data option and further accessing by the user on the anonymous user interface, a first profile comprising user data from the information broker;

a profile generator, at the information broker, that generates a second profile linked to the first profile, wherein the second profile comprises anonymous data associated with the user ~~and based on~~ corresponding to the selected anonymous data option; and

an anonymous data communicator that communicates, without user interaction, the anonymous data in the second profile directly from the information broker to the transaction interface to enable at least one field of the on-line transaction order form to be automatically filled with the anonymous data .

7. **(Original)** The system of claim 6, wherein the anonymous data further comprises:

a single use transaction number that is associated with a user credit card account.

8. **(Original)** The system of claim 6, wherein the anonymous data further comprises:

an alias name that substitutes for the user's legal name.

9. **(Original)** The system of claim 6, wherein the anonymous data further comprises:

an anonymous address that is associated with a user's delivery address.

10. **(Previously Presented)** The system of claim 6, wherein the profile access initiator further comprises:

a secure access initiator for accessing the first profile from the information broker over a secured communication path.

11. **(Currently Amended)** A system for enabling a user to transact an anonymous on-line transaction, the system comprising:

a transaction interface that displays on-line transaction information and an on-line transaction order form;

an anonymous user interface displayed concurrently with the transaction interface, wherein the anonymous user interface provides a user with a plurality of options to enable the user to initiate an on-line transaction, wherein each of the plurality of options respectively corresponds to a type of anonymous user information;

selecting, by the user, an option from the plurality of options;

a profile access initiator that accesses a first profile when the user activates at least one of the plurality of options associated with the anonymous user interface, wherein the first profile is stored locally on a user terminal and includes user data;

a profile generator that generates a second profile that is linked to the first profile, wherein the second profile comprises anonymous data associated with the user ~~and based on~~ corresponding to the selected type of anonymous user information; and

an anonymous data communicator that communicates, without user interaction, the anonymous data from the second profile to the transaction interface to enable at least one field of the on-line transaction order form to be automatically filled with the anonymous data.

12. **(Previously Presented)** The system of claim 11, wherein the anonymous data further comprises:

a single use transaction number that is associated with a user credit card account.

13. **(Previously Presented)** The system of claim 11, wherein the anonymous data further comprises:

an alias name that substitutes for the user's legal name.

14. **(Previously Presented)** The system of claim 11, wherein the anonymous data further comprises:

an anonymous address that is associated with a user's delivery address.

15. **(Previously Presented)** The system of claim 11, wherein the profile access initiator further comprises:

a secure access initiator for accessing the first profile over a secured communication path.

16. **(Currently Amended)** A method for enabling a user to transact an anonymous on-line transaction via an Internet browser, the method comprising:

providing an Internet browser interface that includes a transaction interface having on-line transaction information and an on-line transaction order form;

providing an anonymous shopping interface;

concurrently displaying the anonymous shopping interface along with the transaction interface and providing a user with a plurality of anonymous data options to enable the user to initiate an on-line transaction, wherein each of the plurality of anonymous data options is respectively associated with an information broker and wherein the anonymous shopping interface is displayed whenever the Internet browser interface is displayed;

selecting, by the user, an anonymous data option from the plurality of anonymous data options;

accessing ~~from~~ the information broker associated with the ~~option~~-selected anonymous data option and further accessing by the user on the anonymous user interface, a first profile comprising user data from the information broker;

generating, at the information broker, a second profile linked to the first profile, wherein the second profile comprises anonymous data associated with the user ~~and based on~~ corresponding to the selected anonymous data option; and

communicating the anonymous data in the second profile directly from the information broker to the transaction interface to enable at least one field of the on-line transaction order form to be automatically filled with the anonymous data .

17. **(Currently Amended)** A system for enabling a user to transact an anonymous on-line transaction using an Internet browser, the system comprising:

an Internet browser interface that includes a transaction interface having on-line transaction information and an on-line transaction order form;

an anonymous shopping interface displayed concurrently with the transaction interface and providing a user with a plurality of anonymous data options to enable the user to initiate an on-line transaction, wherein each of the plurality of anonymous data options is respectively associated with an information broker and wherein the anonymous shopping interface is displayed whenever the Internet browser interface is displayed;

selecting, by the user, an anonymous data option from the plurality of anonymous data options;

a profile access initiator that accesses ~~from~~ the information broker associated with the ~~option-selected~~ anonymous data options and further accessing by the user on the anonymous user interface, a first profile comprising user data from the information broker;

a profile generator that generates, at the information broker, a second profile that is linked to the first profile, wherein the second profile comprises anonymous data associated with the user ~~and based on~~ corresponding to the selected anonymous data option; and

an anonymous data communicator that communicates the anonymous data in the second profile directly from the information broker to the transaction interface to enable at least one field of the on-line transaction order form to be automatically filled with the anonymous data.

18. **(Previously Presented)** The system of claim 17 wherein the anonymous shopping interface is an anonymous shopping toolbar.

19. **(Previously Presented)** The system of claim 17 wherein the anonymous shopping interface is a window overlaying the transaction interface.

20. **(Currently Amended)** A system for enabling a user to transact an anonymous on-line transaction, the system comprising:

a transaction interface that displays on-line transaction information and an on-line transaction order form;

an anonymous user interface displayed concurrently with the transaction interface, wherein the anonymous user interface provides a user with a plurality of anonymous data options to enable selection of ~~to generate~~ anonymous credit card data, anonymous name

data, and/or anonymous delivery data for completion of an online transaction, wherein each anonymous data option is respectively associated with an information broker;

selecting, by the user, an anonymous data option from the plurality of anonymous data options;

a profile access initiator that accesses ~~from~~ the information broker associated with a selected anonymous data option and further accessing by the user on the anonymous user interface, a first profile comprising user data from the information broker;

a profile generator, at the information broker, that generates a second profile linked to the first profile, wherein the second profile comprises anonymous data associated with the user ~~and based on~~ corresponding to the selected anonymous data option; and

an anonymous data communicator that communicates, without user interaction, the anonymous data in the second profile directly from the information broker to the transaction interface to enable at least one field of the on-line transaction order form to be automatically filled with the anonymous data .

21. **(Currently Amended)** A method of enabling a user to transact an anonymous on-line transaction, the method comprising:

displaying a transaction interface that includes on-line transaction information;

concurrently displaying an anonymous shopping toolbar, wherein the anonymous shopping toolbar presents a plurality of anonymous information options to the user ~~for generating including an anonymous credit card information option, and an anonymous delivery information option, and an anonymous name information option,;~~

receiving a first request based on selection of the anonymous credit card information option to generate the anonymous credit card information;

receiving a second request based on selection of the anonymous delivery information option to generate the anonymous delivery information;

receiving a third request based on selection of the anonymous name information option to generate the anonymous name information;

transmitting the first request to a first information broker; and

transmitting the second request to a second information broker;

transmitting the third request to a third information broker;

communicating, without user interaction, the anonymous credit card information, ~~and the anonymous delivery information, and the anonymous name information,~~ directly from the first information broker ~~and, second information broker, and third information broker~~ respectively, to the transaction interface to enable at least ~~two~~ three fields in the on-line transaction order form to be automatically filled with the anonymous information.

22. **(Previously Presented)** The method of claim 21, wherein the first information broker is a credit card company and wherein the method further comprises:

generating a single use credit card number for the user to submit to an on-line merchant to complete the on-line transaction.

23. **(Previously Presented)** The method of claim 21, wherein the second information broker is a delivery service company and wherein the method further comprises:

generating an anonymous address associated with the user;
inserting the anonymous address into an address field at the transaction interface;
and
upon receipt of a shipment for the user at the anonymous address, routing the
shipment to the user's real address.